



# U.S. Demographic Data



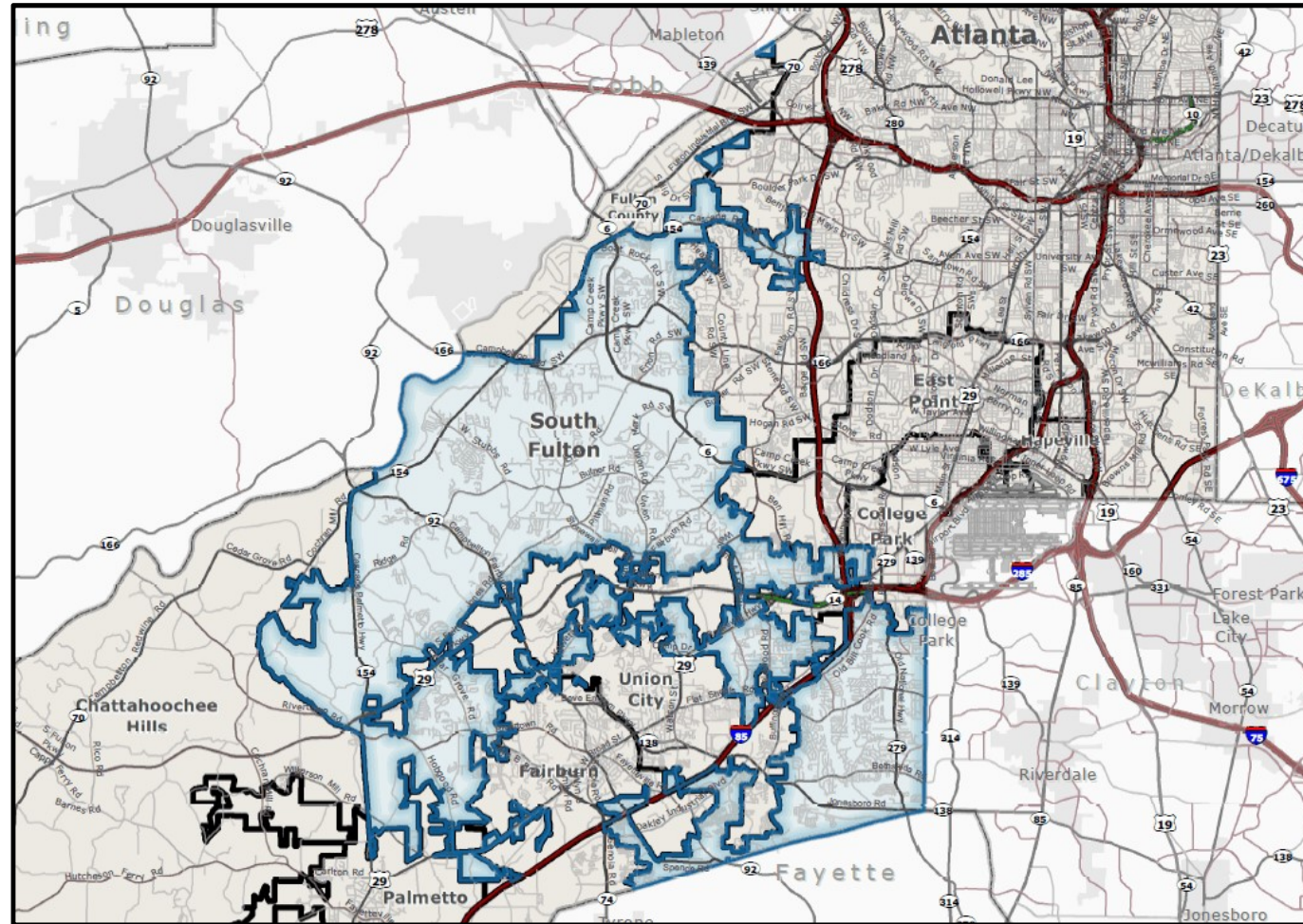
Georgia  
Power

Esri offers comprehensive demographic, lifestyle segmentation, consumer spending, and business content for a variety of geographic levels in the United States for use in analyzing markets and consumers, identifying underserved communities, and formulating better business decisions and policy decisions.



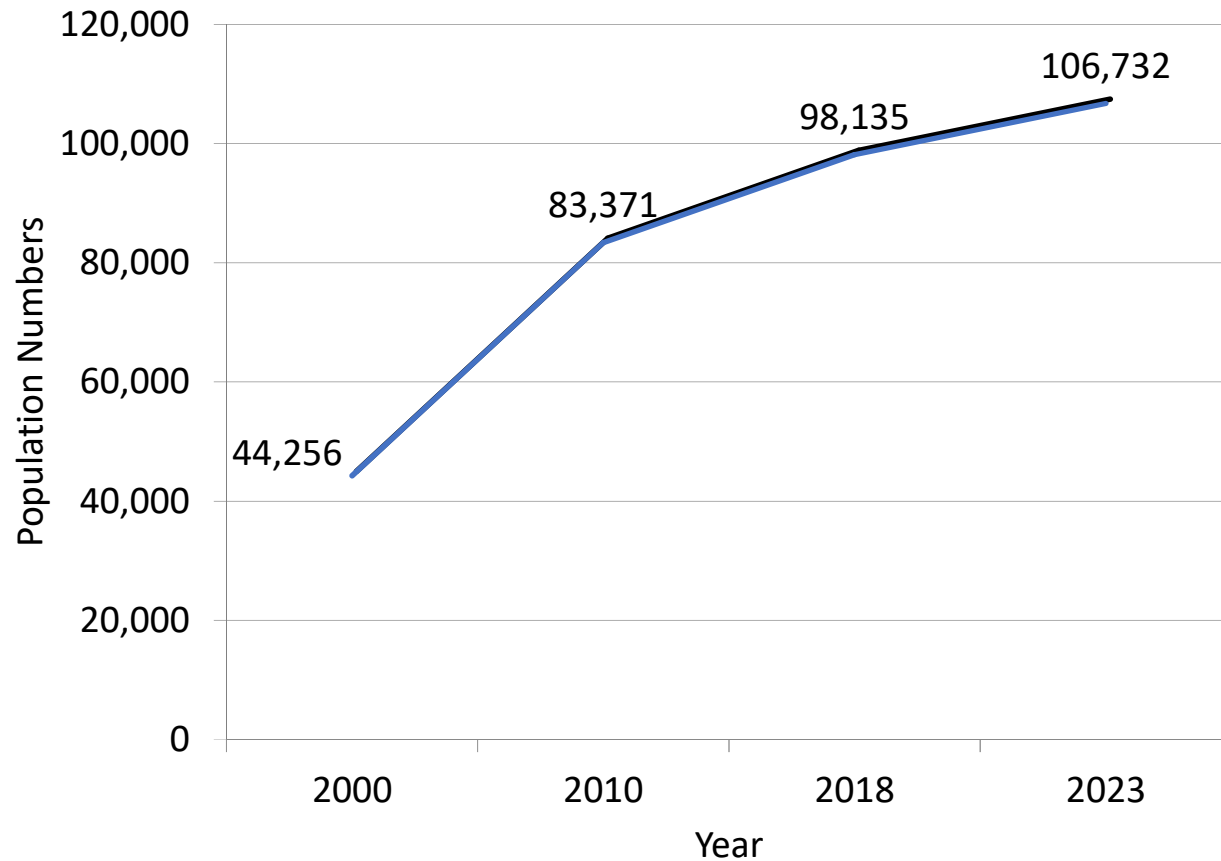
# City of South Fulton

- Chartered May 1, 2017
- 85.64 Square Miles
- 1,700+ Businesses
- Home to Wolf Creek Amphitheater
- 17 parks totaling 692 acres
- Fire Service
  - 10 Fire Stations
  - ISO 3-9
  - 167 Fire Personnel
- Police Service
  - 3 Precincts
  - 117 Police Personnel
- Busiest Airport in the World
  - 7.4 miles from your seat
  - 15.5 miles from City Hall





# Population Summary



The City of South Fulton is a

**GROWING  
CITY!!**



# Population Comparison

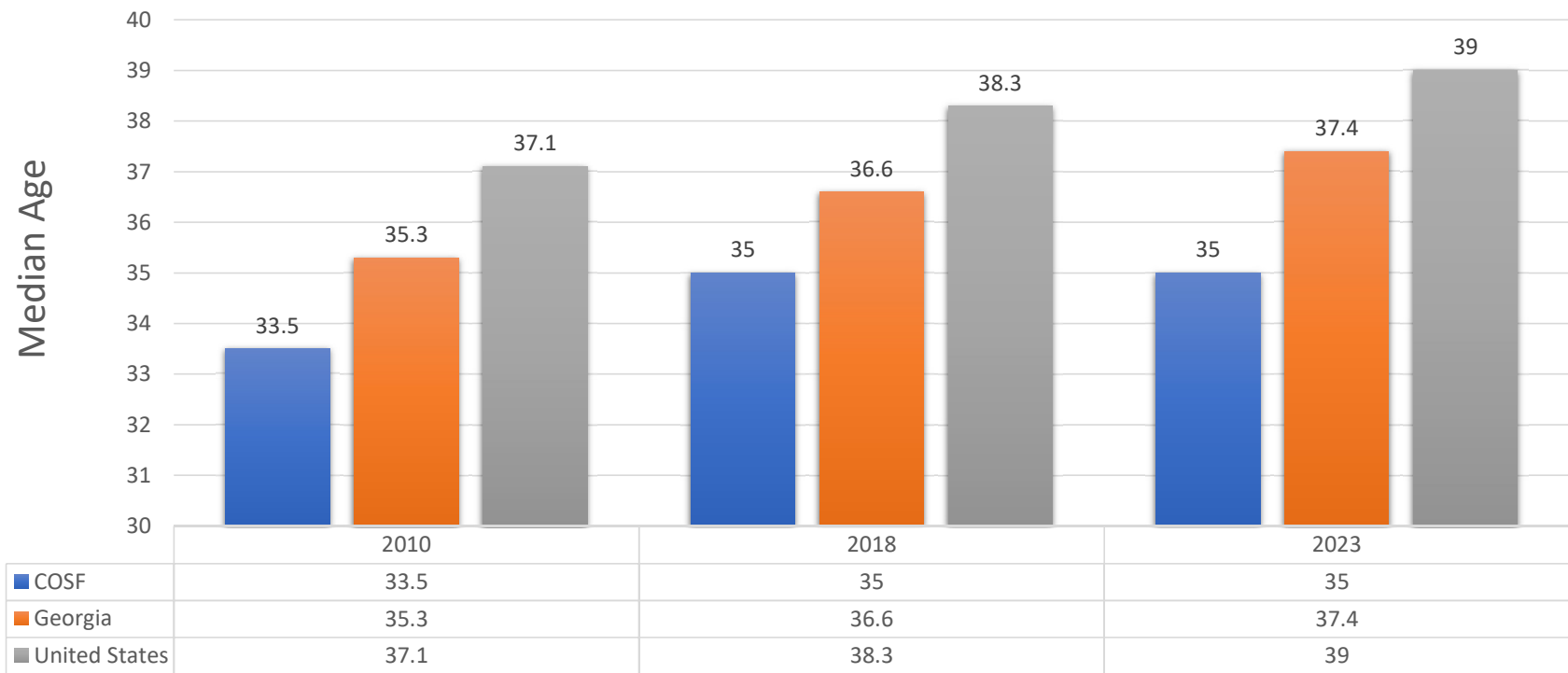
Cities - 2017 Census Projections	Population
Atlanta	486,290
Augusta-Richmond County consolidated government	197,166
Columbus-Muscogee County consolidated government	194,058
Macon-Bibb County consolidated government	152,663
Savannah	146,444
Athens-Clarke County consolidated government	125,691
Sandy Springs	106,739
<b>South Fulton</b>	<b>97,668</b>
Roswell	94,786
Johns Creek	84,350

8<sup>th</sup> In the State  
4<sup>th</sup> Non-consolidated



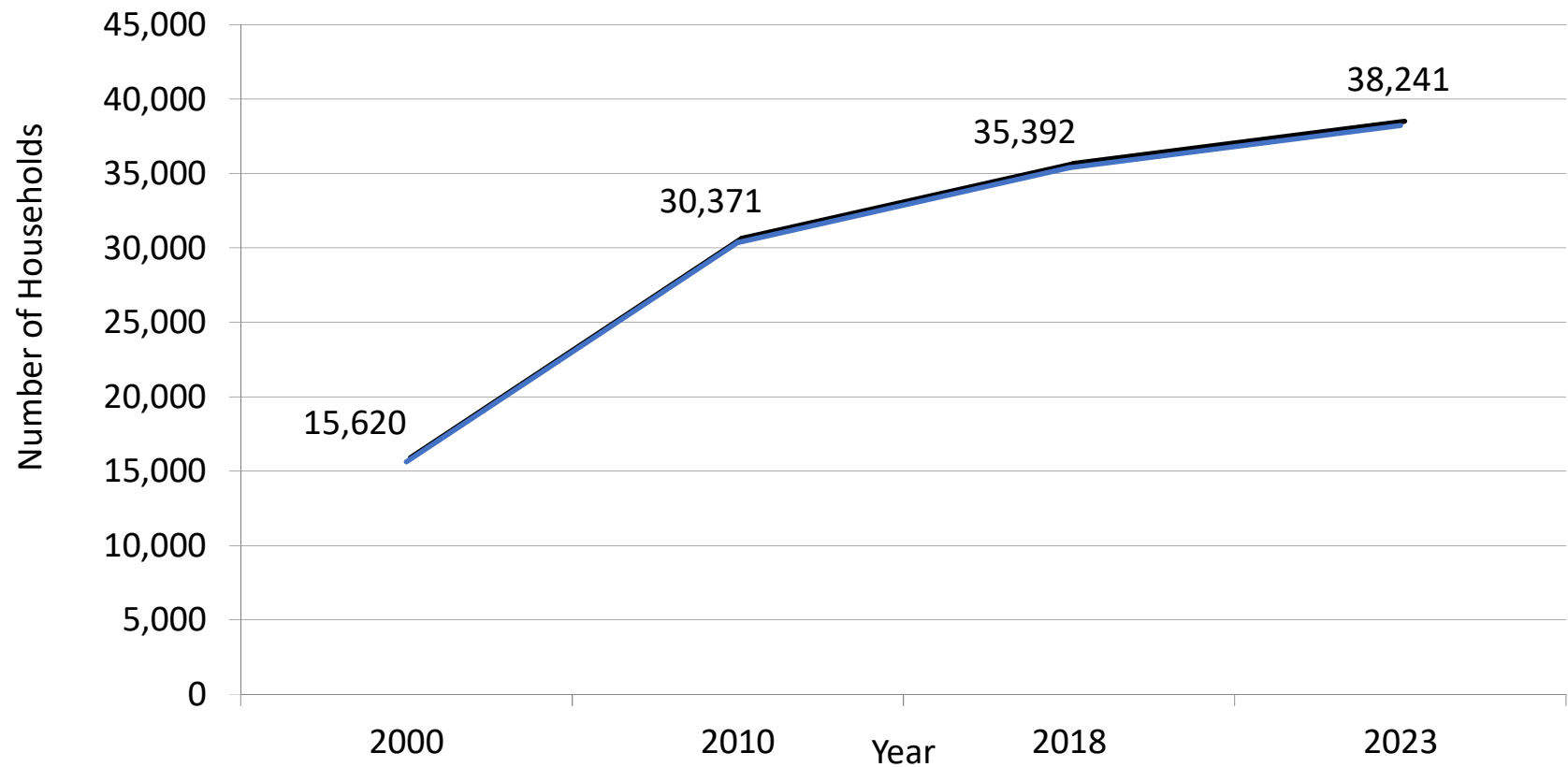


# Median Age



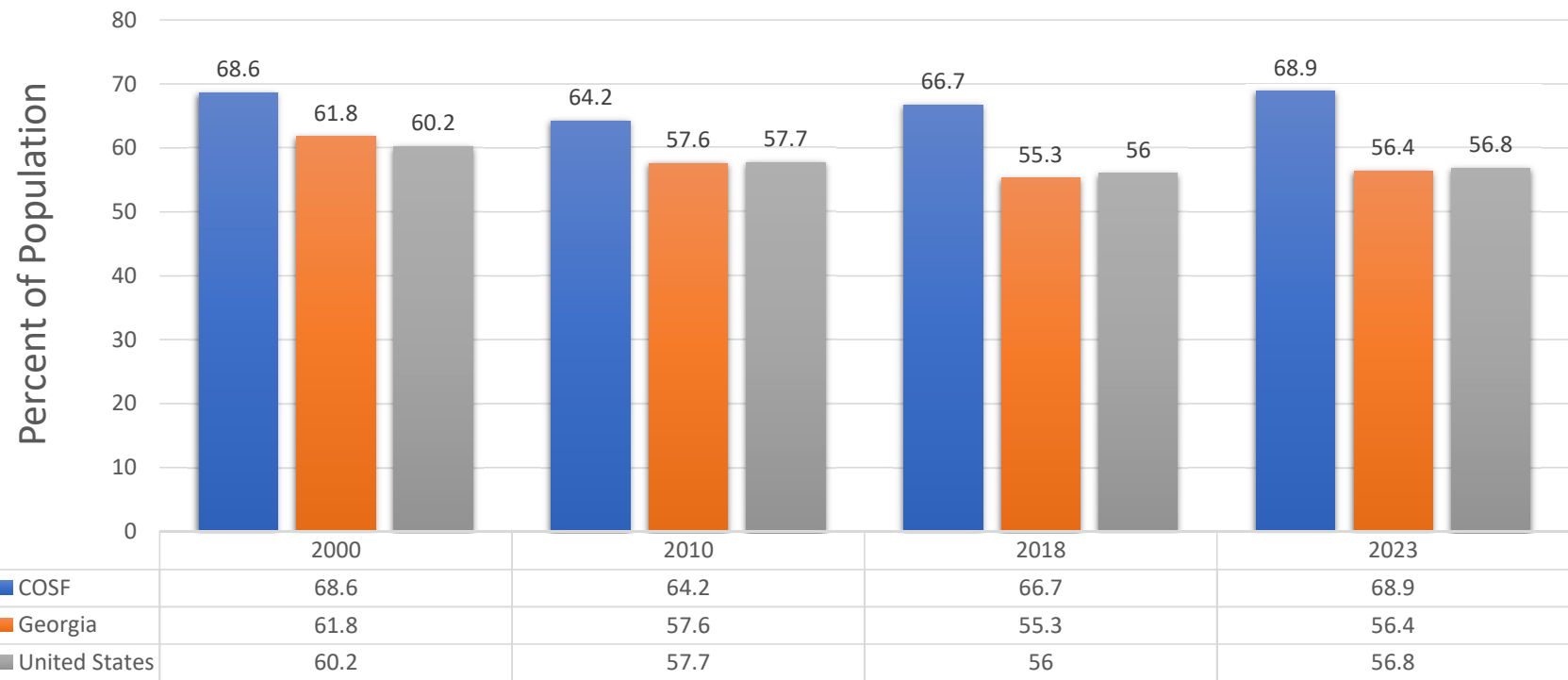


# Household Summary





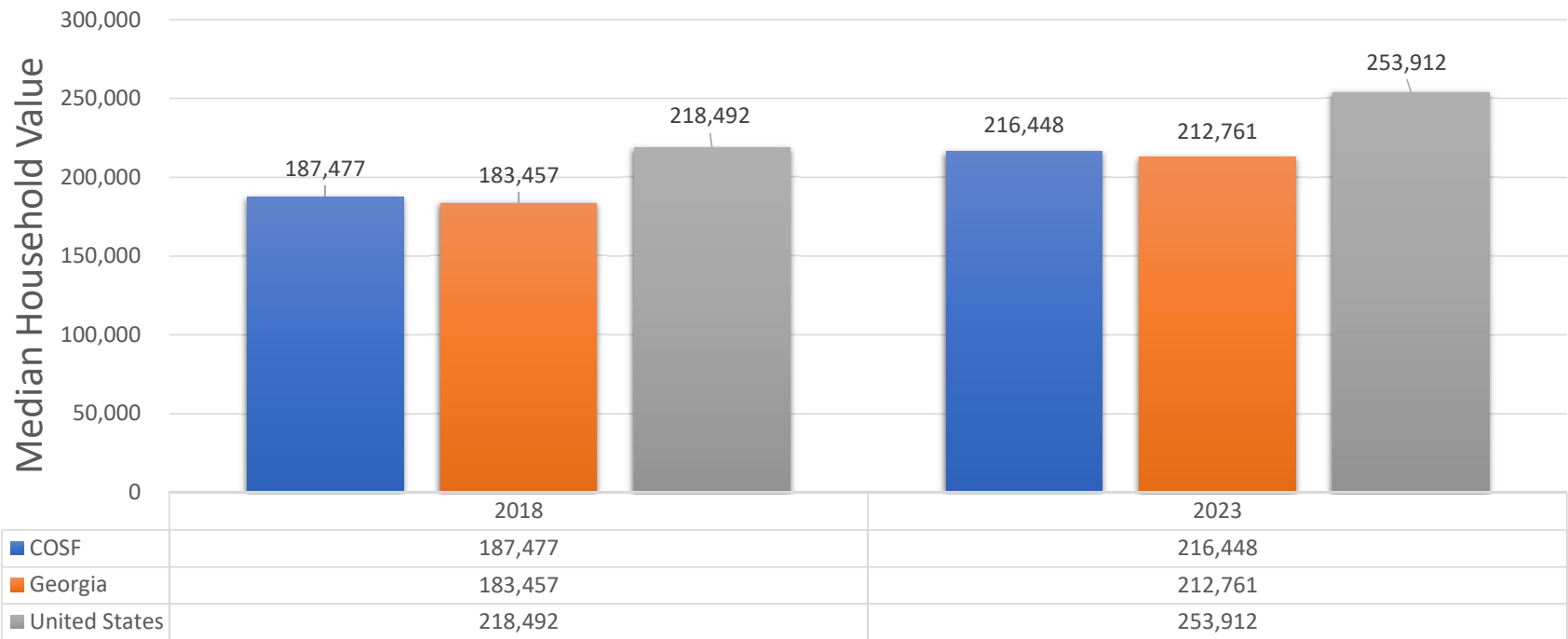
# Home Ownership







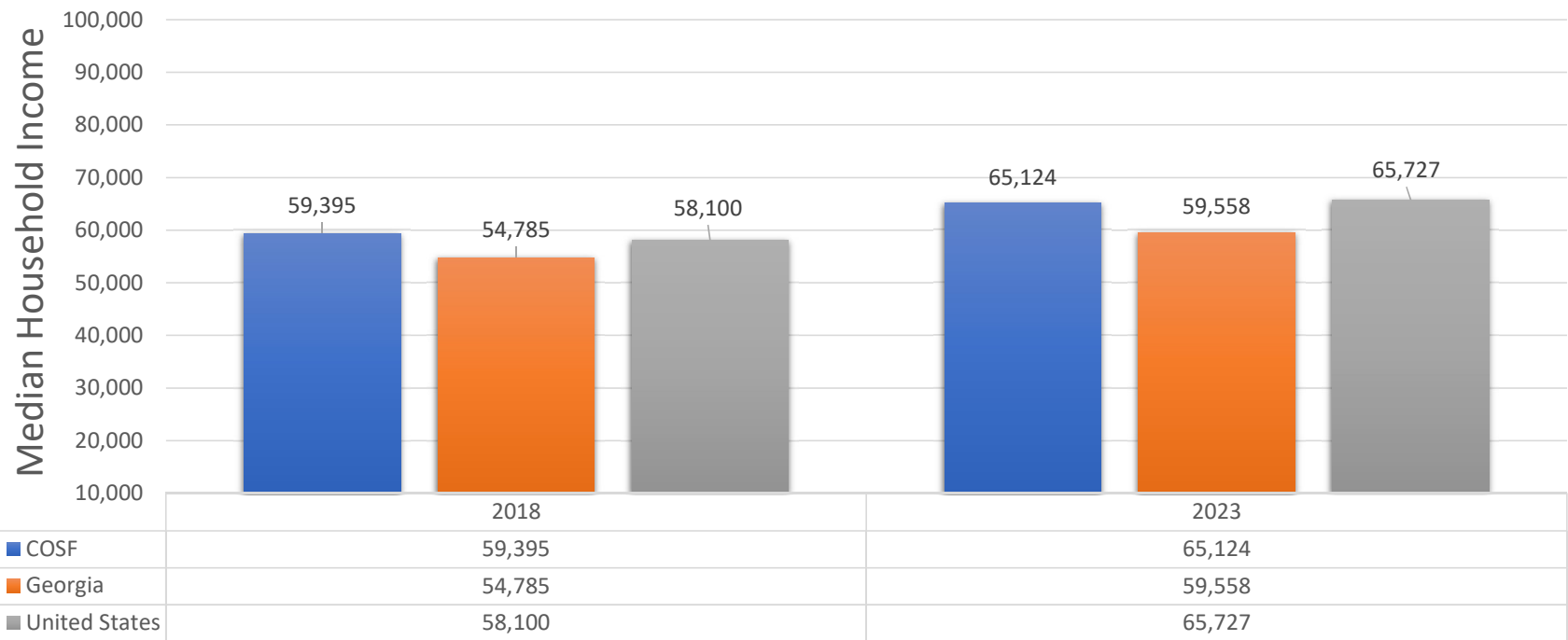
# Median Household Value





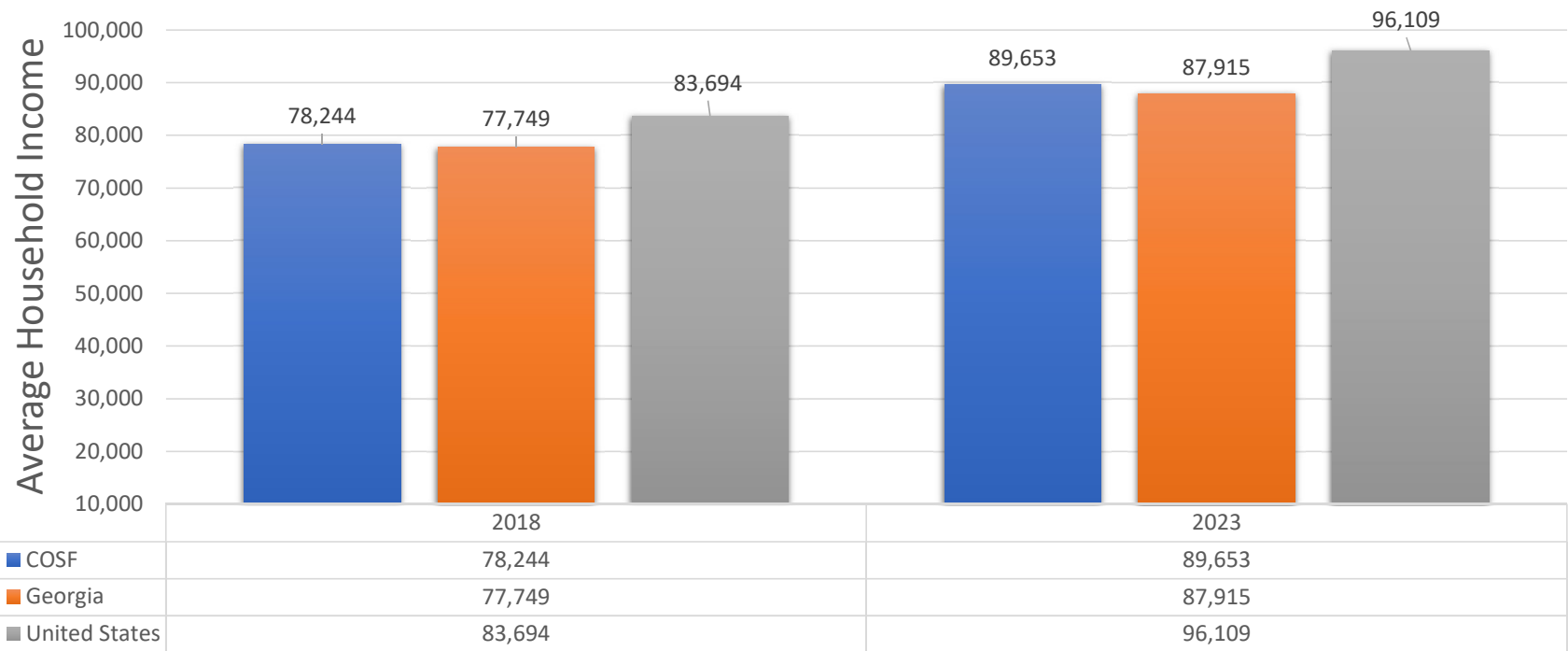


# Median Household Income



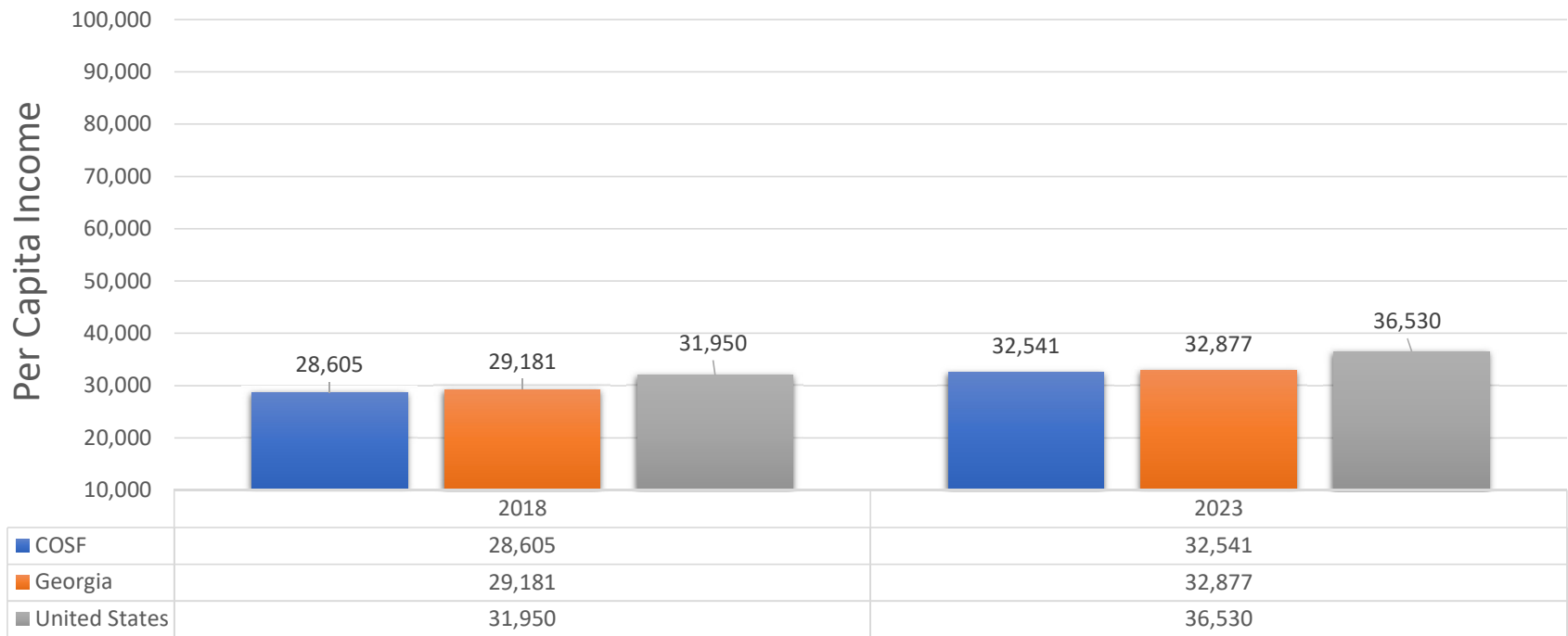


# Average Household Income



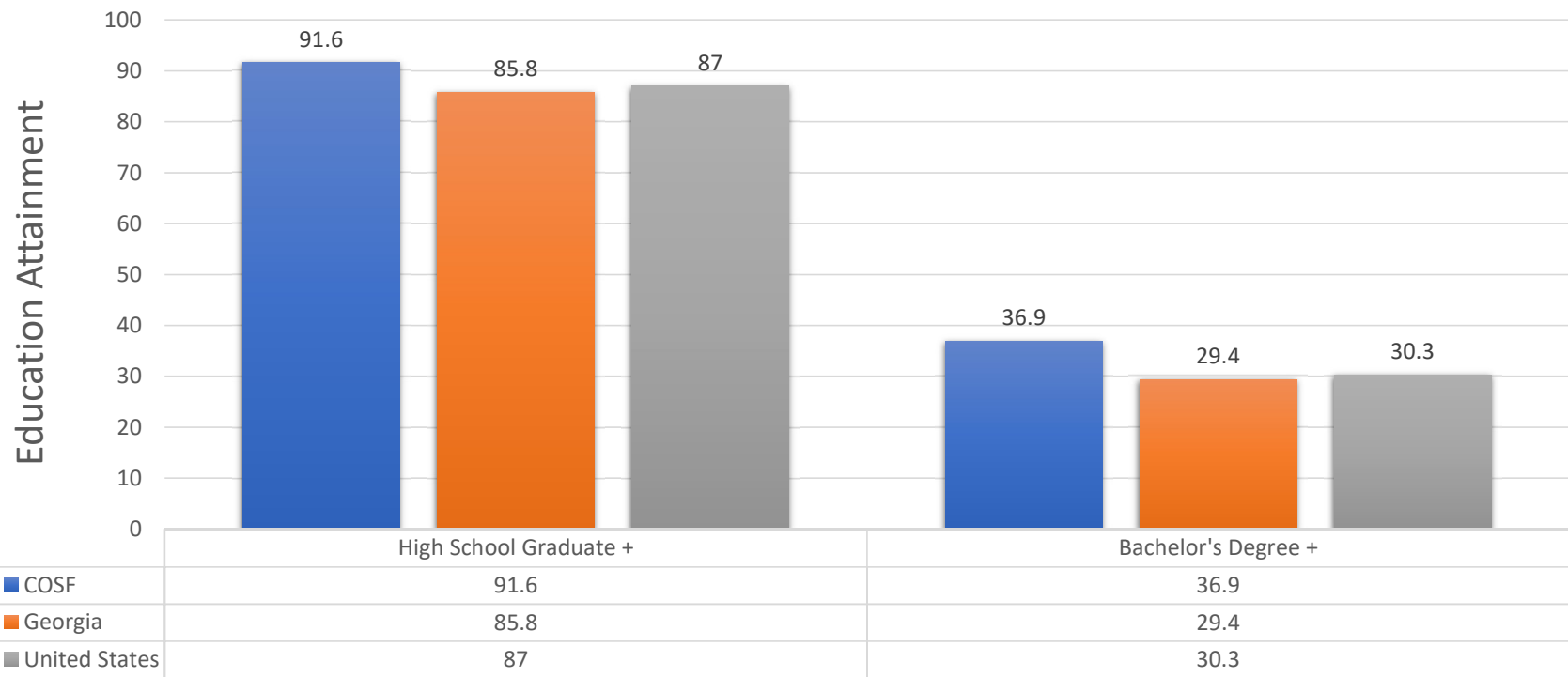


# Per Capita Income



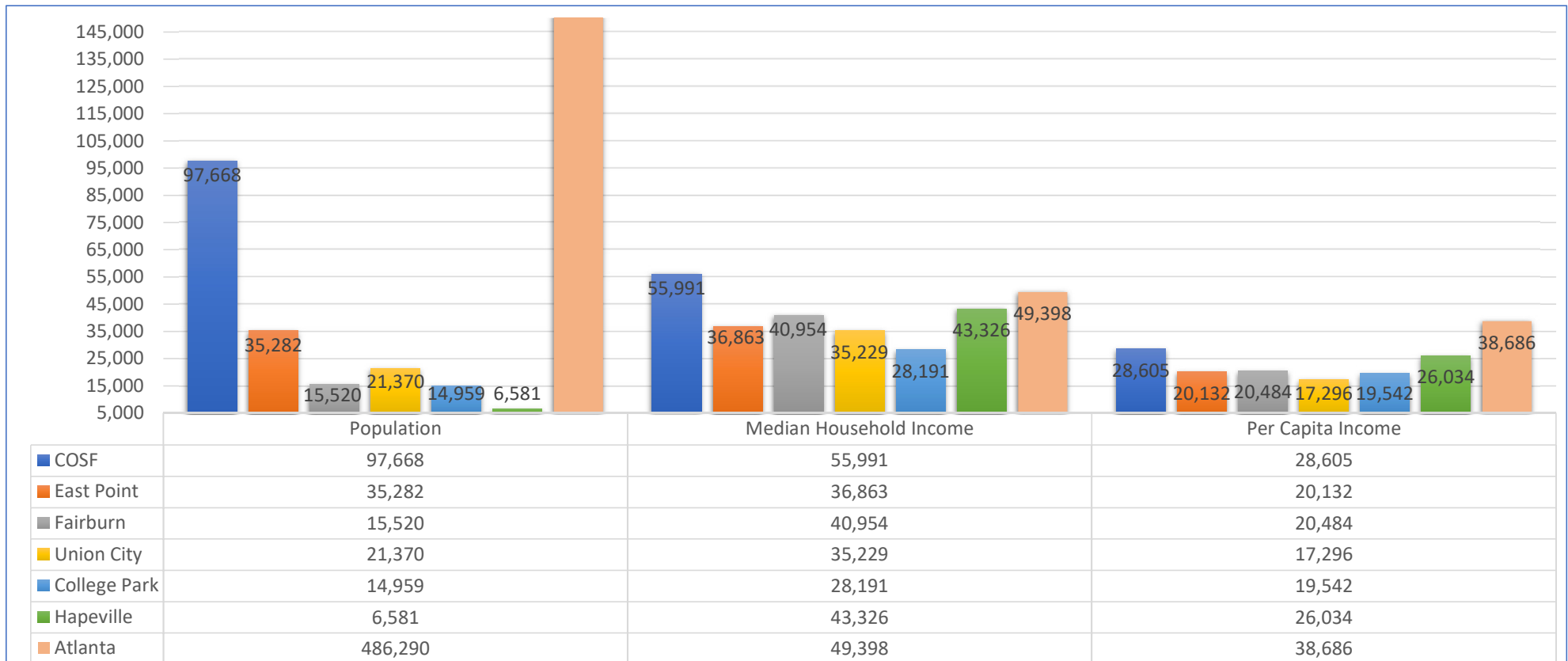


# Education Attainment





# Region Comparison



2017 City of South Fulton Esri Data; 2016 & 2017 Census Data for all other Cities



# Tapestry Segmentation

Tapestry segmentation provides an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

- Top Three Tapestry Segments for the City of South Fulton
  - 7A: Up and Coming Families
  - 12A: Family Foundation
  - 4A: Soccer Moms





# Tapestry Segmentation

## 7A: Up and Coming Families

National Averages:

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

- Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.







# Tapestry Segmentation

## 12A: Family Foundation

National Averages:

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: \$43,100

- Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.





# Tapestry Segmentation

## 4A: Soccer Moms

National Averages:

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

- Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

